

Woman-Owned Business Success Story:

# ALLIANCE

## Rubber Company



Hot Springs, AR



Peru, Canada, Mexico, & more



Uses Export Credit Insurance



## Challenge

Alliance Rubber Company offers promotional products and packaging that provide innovative solutions in the home and workplace. With these items in high demand, they carefully considered the benefits of taking a more global approach very early on in their journey.

However, Alliance knew they would need to commit considerable resources to the endeavor. Their strategies included a Gold Key initiative through the U.S. Commercial Services, hiring two Spanish-speaking internal sales reps, and committing financial resources to advertising and to seeking out potential new clients. They also utilize EXIM's Export Credit Insurance for peace of mind.

## Solution

By adjusting their business strategy and setting goals, Alliance was able to boost their overall revenues from overseas markets. Since becoming an EXIM policy owner in 2007, Alliance has exported over \$22 million—2,400 SKUs. Their success demonstrates the growth that can be achieved in international markets.

## Results

*With EXIM's Support, Alliance Rubber:*

- ✓ Exports to more than 60 countries
- ✓ Increased international sales by 24% in 3 years
- ✓ Uses export success to fund payroll for employees

**Make Your Own  
Success Story:**

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